## DOCTOR WHO WALL'S DALEK DEATH RAY ICE LOLLY 1975-1977

Eight years on from their Doctor Who and the Daleks Sky Ray promotion and with *Genesis of the Daleks* having just finished transmission on television, Wall's decided that the metal monsters from Skaro were ripe for fresh exploitation in the ice cream market - the result being the **Dalek's Death Ray**, a chocolate and mint flavour snocreme lolly.

Originally, the lolly was launched with a wrapper showing an exterminating Dalek on both sides, but later in 1975, the reverse side was changed. One wrapper showed children how to make their own model Dalek using a yoghurt pot and then to further promote the new product, a competition was launched that would give buyers a chance to win a "Life-Size Dalek" for their school, by drawing a picture of the Dalek invasion of Earth in the year 1995. The prizes were not actually BBC Daleks, but specially-constructed wooden replicas made for the competition, complete with a door in the back to allow the children to climb in and out.

As well as a more dynamic front design, 1976 saw the first set of collectable wrappers launched for the lolly, entitled *From The World of The Daleks....* providing fictional details about the Daleks and their activities. The material for this series was largely lifted from the World Distributors 1976 Dalek Annual that had been released towards the end of the previous year. Directly copied from a two-page feature called 'Dalek Genius' (along with very similar artwork) came the Transmol, The Cyclops X-Ray and invisibility using Grenium, whilst other wrappers, such as 'The Swamp Creatures of Terroth' contained material lifted from the strip story 'Planet of Serpents'.

1977 brought an 'Only 5p' flash to the front design and a new series of eight Dalek facts, this time under the title, *The Incredible Daleks...*, all of which originated in-house.

With grateful thanks to Christopher Hill, Philip Bhullar and Ben Cross

# DOCTOR WHO WALL'S DALEK DEATH RAY ICE LOLLY 1975-1977 INDEX

1	Introduction
2	Index
3	1975 Promotional Shop Banner
4-6	The Wall's Report 1975
7-8	Advertising Cards
9	1976 Wall's Ice Cream Range Shop Board
10	Box Liner Packaging
11-12	1975 Original Wrapper
13-14	Advertising on Red Woppa
15	1975 Wrapper for 'Make a Dalek' and 'Win a Real Dalek'
16	1975 Make a Dalek Wrapper
17	1975 Win a Real Dalek Wrapper
18	Competitors Journal, June 3 1975
19	Prize Dalek at Seaford Head School, East Sussex
20-24	Refurbished Prize Dalek in 2018 (Gun & Sucker not original)
25	1976 Front Wrapper Redesign
26-33	1976 Rear Wrappers – From the World of The Daleks
34	1977 Front Wrapper with Price Flash
35-42	1977 Rear Wrappers – The Incredible Daleks







### What's flat, wooden and makes and a series of jokes such as elephant products in the Wall's range including

children laugh..?

WHAT'S flat, wooden and makes you laugh? The answer's a riddlestick, though you might have said just a lolly stick until this year, when Wall's will perpetrate 60 outrageous jokes on their lolly sticks. Jokes like these! What dance do vampires do? Answer. ... The Fango.

This latest crop of riddles continues a tradition among children. John and Peter Opie in their book "Lore and Language of Children" quote from a riddle book published in 1511 called "Demaundes Joyous". "Enpryntees at London in Fletestrete at the sign of the Sonne! by Wynkyn and Worde.

#### Tender behind

"How many colues taykes behoveth to reche frome the errhe to the skye—it were but one and it be large ynough" is translated by the Opie's as: "How many balls of string would it take to reach the moon?—One, if it was long enough".

For railway enthusiasts the question: "Why doesn't a railway engine sit down? evoked the answer—"Because it has a tender behind". Which is enough to make you want to groan, Why did the shortcake sing? You want an answer? Because it saw abundance.

Enough, enough—but if you really want more, you could do a lot worse from this April than start collecting them from your nearest ice cream cabinet.

#### Elephant jokes

Wall's research among a group of 6-14 year old children revealed that:

"Jokes are a great point of interest for children". They are socially important and are woven into a wide variety of social situations. Furthermore children take pride in remembering jokes and being able to tell them competently.

"Younger children tend to prefer physical jokes; older children enjoy these jokes but at the same time their taste broadens towards language jokes—puns and double entendreand a series of jokes such as elephant jokes. Many children tended to make up their own jokes".

The research encouraged Wall's to link the idea of riddles and jokes to a national promotion scheme. A riddle will appear on the end of its ice lolly sticks. The answer is printed at the opposite end and is only revealed when the lolly has been eatter.

Sixty different riddles will appear on 13

products in the Wall's range including Lemonade Sparkle, Count Dracula's Deadly Secret, Lord Toffingham, Sky Ray, Jelly Jumbo, Super Star, Fizz Bang and Dizzy Orange and Screaming Red Woppas.

To promote the scheme, children will be invited to illustrate one of the Wall's riddles, and every week for six months the 10 best entries will each win a Chopper bicycle.

#### IT'S NO JOKE!

TRYING to find 60 side-splitting riddles is no laughing matter according to a Walls marketing manager, Dick Newman, who is the person responsible for the Walls' riddlestick riddles.

Dick, who looks after the company's confectionery products, has been practically shunned by his colleagues at the company's Gloucester headquarters since he started trying out the riddles on them

"We started with over 150 and eventually whittled the list down to 60", he explains. "In the end there were more groans than laughter. The original list came from an American company but many could not be used because they would not have

been easily understood".

Dick's particular favourite and one that usually brings a smile to the straightest face.

"Where does a ten foot gorilla sit?"

Answer: "Anywhere he likes"

Wall's do not claim that the riddles are all original although seasoned jokers should find one or two new ones.

HOW SHOULD YOU TREAT A BABY GOAT?

Walls

LIKE A KID

#### WHAT'S NEW

#### Choc Bars by the dozen

WALLS' top three best selling confectionery lines are to appear in bulk packs designed especially for the growing home freezer market.

The products are Golden Vanilla and Dark and Golden Choc ices in packs of 24 and Sky Ray ice lollies in packs of 16.

Take home sales of confectionery ice cream are increasing rapidly and the new multi packs are in response to the increasing demand.



#### Super Spy's Secret

CHILDREN love secrets. And so Wall's are introducing a new ice lolly with a secret code stencil on the stick.

It's called Super Spy and it is a purple coloured Cola flavoured water ice filled with strawberry flavoured water ice.

The added attraction for buying the lolly is its code stick.

Stencil holes showing only part of each letter of a word are punched in one end of the stick. Once the lolly has been eaten then other holes are revealed. When the two sets of stencil holes are marked in pen or pencil a secret word appears.

A secret agent's pen for invisible writing is also available to those children who decipher the message on five sticks and send their answers together with ten Super spy wrappers to the Company.



#### How to lick a Dalek

FOR years the Daleks, those strange creatures from outer space, have captured the attention of children. Now Wall's are launching a new ice lolly called Dalek's Death Ray which should prove to be equally attractive.

Daleks Death Ray is a brown and green coloured Snocreme lolly, horizontally divided into two flavours—two thirds chocolate and one third peppermint and costs 5p.

costs 5p.

Research conducted by Wall's indicates that the Daleks are still highly topical and

popular among children of all age groups.

The hanging banner should attract attention to the two new lollies.

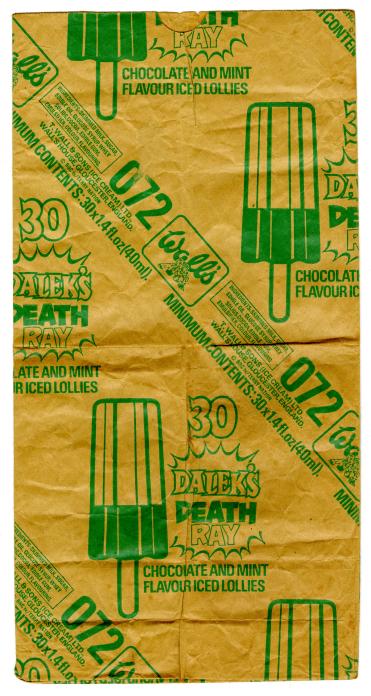


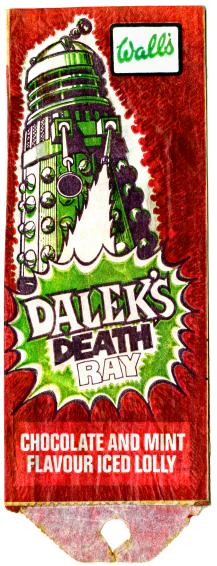












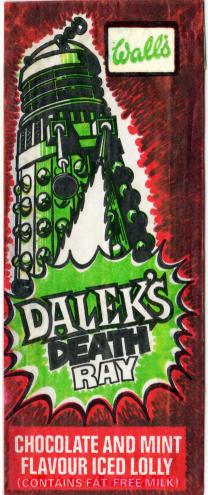
in the red configuration will



CHOCOLATE AND MINT FLAVOUR ICED LOLLY



Walls



TIAN PARTITION OF THE

#### MAKE A DALEK!



TIPS: An empty Yoghurt pot makes a great body, and the top from an empty washing-up liquid bottle makes a super dome' (be careful how you cut it out). Stick the dome and the buttons on with good strong give.

The totlet-roll tube and foil covering are held in place by the drawing pins.

Give a piece of paper round the upper part of your DALEK and paint or draw the markings on.

COMING SOON!
AN EXCITING DALEK OFFER.

### EX-TERM-IN-ATE



The year is 1995. The DALEKS have invaded Planet Earth .... They have occupied your town....your school.....your home! Imagine one of these scenes — and draw it for us.

The most imaginative picture EVERY MONTH wins a REAL LIFE-SIZE DALEK FOR YOUR SCHOOL. Be the hero of your class: send your drawing together with your Age, Name and Address, the Name and Address of your school and 5 Dalek Competition wrappers to:

DALEK Dept. DK, Wall's House, Gloucester, GL47HB.

Giovaster, GL47HB.
Contest ends September 30th, 1975, U.K.
only. If you don't win first time, try again.

5 DALEKS TO BE WON



#### Kids can win their own Dalek

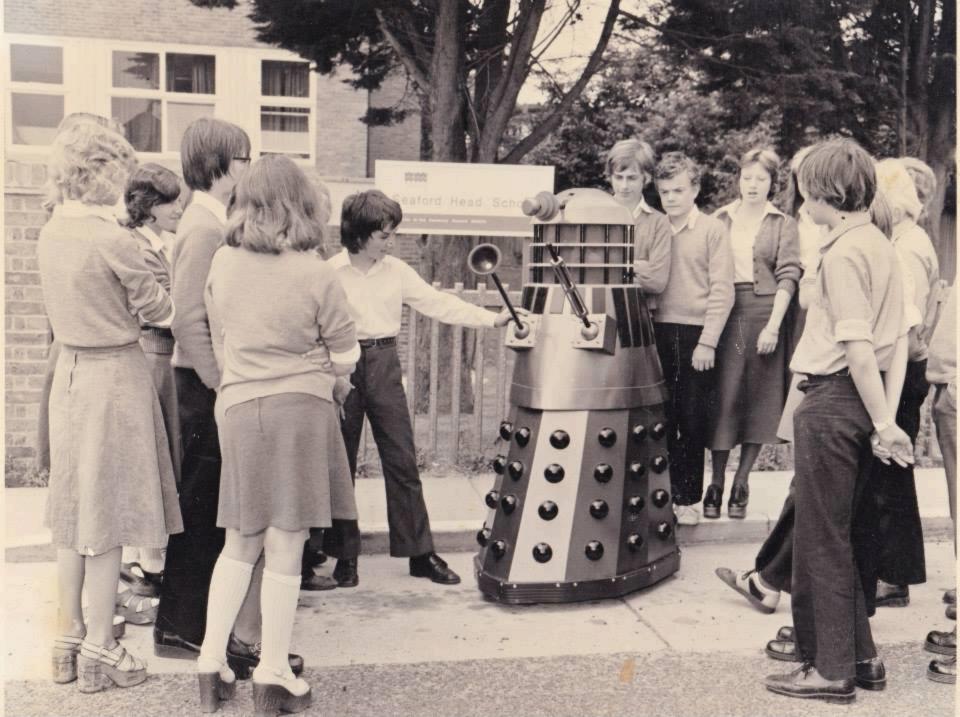
EVER since Dr Who began his intrepid travels in the timemachine Tardis, children all over the country have been fascinated by his principal enemies — the Deleks.

And now they have a chance to win their own Dalek — a fullscale model (pictured left) that can be propelled by actually getting inside the machine

A Dalek a month is being given away by Walls ice cream to the winner of the Daleks Death Ray competition, running until the end of September.

The "Death Ray" is the name of a new 5p ice lolly. Five wrappers from them are needed to enter the competition, for which children have to draw a picture of a Dalek invasion in the year 1995.

Entries will be judged each month through the summer. Final closing date is September 30.





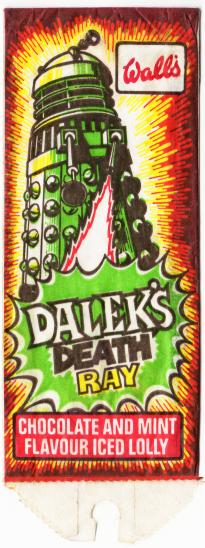


1 3



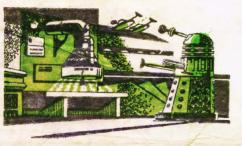






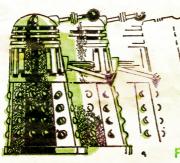


#### From the world of the Daleks ....



Transmol. The Daleks' system for transmitting matter through space at the speed of light. Anything placed in the transmitter's converter chamber has its molecular structure broken down into individual atoms, which are then prolected like a beam of light. The distant receiver converts them back into solid form. When the Daleks tried to transmit living matter however, their experiments only succeeded in creating mutation monsters.





#### From the world of the Daleks.....

#### The Grenium Invisibility System

The Daleks have discovered that, like there are certain sounds which are not audible to the human ear, so there are certain colours which are not visible to the human eye. They have succeeded in making one of these, which they call Grenium. A coating of this colour makes the wearer invisible for several hours. He becomes gradually visible again as particles of air-borne dust, etc. settle and stick to him.



#### From the world of the Daleks....

- Sucker-cap hydraulic-powered control arm.
- Outer casing, lighter than aluminium, stronger than steel.

Translator.
Instantly
translates
thoughts into
any known
language.

ransistorised transceiver.

- 5 Blast gun. Uses immense electrical discharge. Similar to a bolt of lightning.
- 7 Control chamber A Dalek's "heart"
- Wave-computer memory cell stores all known war knowledge.
- Gravity compensator allows undamaged landing in all conditions.

#### Dalek Officer

### Walls DATAHES PETTH



From the world of the Daleks,

The Cyclops Z-Ray. The Dateks' spy satellite has a lens with enormous magnification From 2,700, miles out in space it canobtain high-definition close up pictures. The Daleks could read this lolly wrapper clearly! The Zray light waves can see through walls and carry sound. So even a whispered conversation can be seen and heard.



#### From the world of the Daleks....



#### Daleks and the Ancient Britons

It is believed that the Daleks' spaceships first visited the planet Earth in the year A.D. 42! This is round about the time London was being founded.

### Walls DATHERS RAY

From the world of the Daleks ....



When the Daleks Flooded the Earth! By secrety building a glant atomic power plant at the South Pole the Daleks melted the polar ice cap. Turning billions of tons of ice into water, they managed to raise the level of the oceans, and submerge a fifth of the land surface of the earth. Disaster was averted by the last-minute discovery and destruction of the power-plant.

### Walls DATHERS RAY



From the world of the Daleks...

The Swamp Creatures of Terroth. The deep swampy mud that covers the dangerous planet of TERROTH hides a vast underground city, where the Swamp Creatures live in tunnels made by giant worm-like serpents.

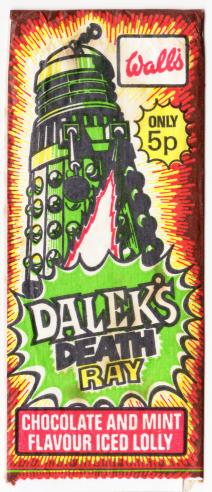


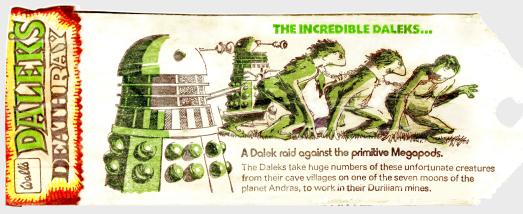
#### From the world of the Daleks.....



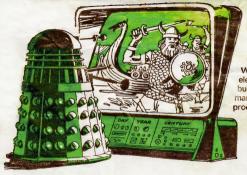
#### A Dalek Deep Space Battle Cruiser

A craft like this was used to attack the planet Omegon. The giant spiders which live in the deep Zaphgren mines on Omegon, were an additional hazard in this inter-galactic action.





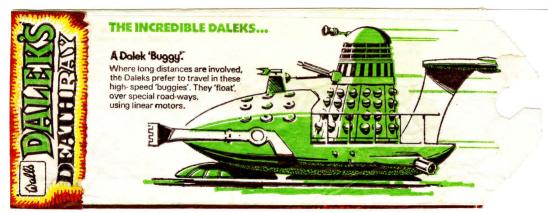


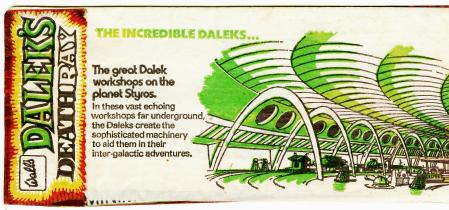


#### THE INCREDIBLE DALEKS...

#### How Daleks bend time.

With the aid of specially developed electronic crystals the Daleks have built a machine capable of manipulating space and time, to produce an image of any scene in history. They are observing here a Viking raid.





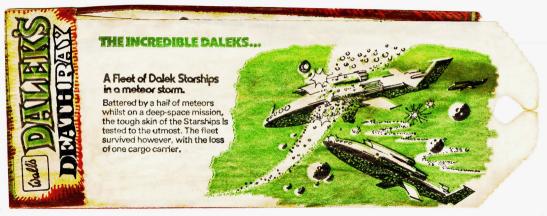


#### THE INCREDIBLE DALEKS...

#### Venusians attack a small Dalek base.

This surprise attack was mounted by a raiding force of Venusian astropods whilst scouting in the region of a Dalek base. The attack was repulsed with heavy losses,







#### THE INCREDIBLE DALEKS...

The Great Laser 'Destructor' used to conquer the planet Ur.

The Daleks first harnessed the power of the Laser (an incredibly concentrated beam of Light) many centuries ago.
They used it to burn off the thin

They used it to burn off the thin atmosphere on the planet Ur; home of their ancient enemies the Urgons.

